

Coca-Cola North America and Environment

Leveraging Environmental Partners to
Improve Performance and Perception

FALL 2003

Outline

- Landscape prior to 2000
- Current Mindset and Approach
- Detail on Partner Strategy
- Keys to our Change in Approach
- Challenges and Next Steps

ENVIRONMENTAL PARTNERSHIPS

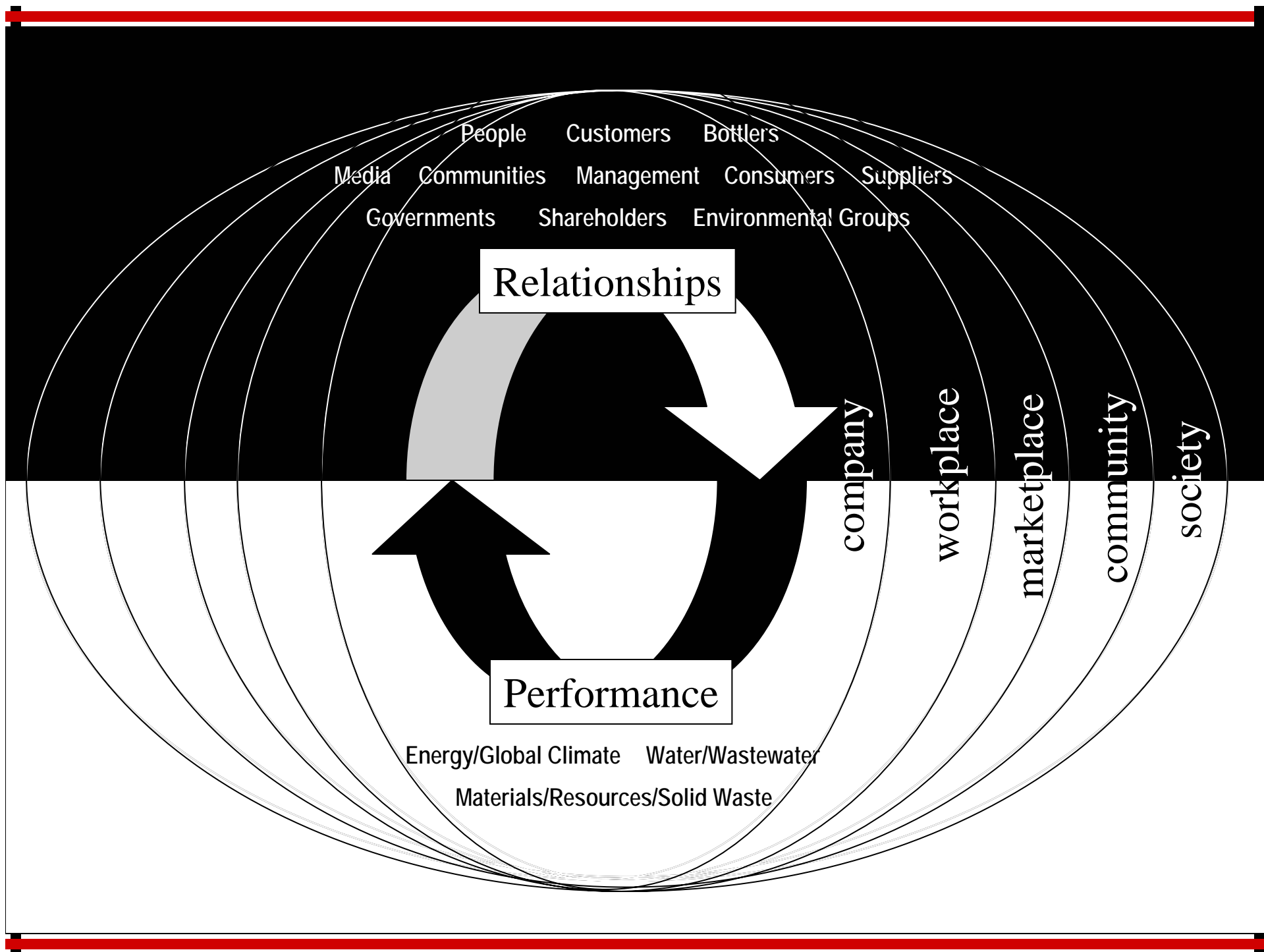
Landscape Prior to 2000

- List of partner groups scattered and numerous
- Reasons for partnering less than strategic
- Lack of focus around what we wanted to achieve through partnership
- Lack of resources (human, not \$!) devoted to managing partnerships - no real coordinated program of partnering

CCNA & PARTNERSHIP

Mindset & Approach

- "Think local, act local" focus
- Emphasis on "relationships" - i.e., the "premier relationship company" - and on partner groups as "customers"
- Guided by The Coca-Cola Promise - "to benefit and refresh everyone who is touched by our business"



RELATIONSHIP MANAGEMENT

Environmental Community

Commitment

- Create value in all our relationships within the environmental community through demonstrating leadership in each critical environmental impact area - water, energy, resource and solid waste management - both in our operations and in the community and marketplace

Goals

- Demonstrate our environmental commitment to outside stakeholders through aggressive community involvement
- Reduce our environmental impacts and improve overall environmental performance
- Motivate and empower employees to make a difference in environmental impacts in the workplace, marketplace and community
- Position the Coca-Cola system as a leader on environmental issues in the communities where we operate

ENVIRONMENTAL PARTNER GROUPS

Partner Framework

STRATEGIC

- Keep America Beautiful
- The Ocean Conservancy (formerly the Center for Marine Conservation)
- World Wildlife Fund
- The Nature Conservancy
- National Park Foundation
- River Network

SUSTAINING

- National Recycling Coalition/ Buy Recycled Business Alliance
- CERES (Coalition for Environmentally Responsible Economies)
- GEMI (Global Environmental Management Initiative)
- BSR (Business for Social Responsibility)
- Global Futures (GFF)
- NAPCOR
- Environmental Careers Organization
- Association for Post-Consumer Plastic Recyclers (APR)
- Beverage Packaging Environmental Council (BPEC)
- Plastic Container Recovery Program (PCRP)

SUPPORTING

- Earth Share of Georgia
- Georgia Recycling Coalition
- Georgia Rural Water Association
- Piedmont Park Conservancy
- The Georgia Conservancy
- Upper Chattahoochee Riverkeeper
- Chattahoochee Nature Center
- Rivers Alive!
- AJC News for Kids
- Metro Atlanta/Georgia Chambers

Strategic Partners

MISSION AND OBJECTIVE

- Leverage the name recognition and national and international networks of our strategic partners to demonstrate leadership on environmental issues within the environmental community and throughout North America

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Sustaining Partners

MISSION AND OBJECTIVE

- Leverage the resources and thought leadership of our sustaining partners to maintain a more strategic approach to our environmental impacts - establishing ourselves as a leader within the beverage industry and broader sectors

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SUSTAINING

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Supporting Partners

MISSION AND OBJECTIVE

- Leverage the strength of our relationships with our supporting partners to solidify our civic leadership in our hometown community and develop model programs for duplicating throughout North America

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ENVIRONMENTAL PARTNERS

Keys to our Change in Approach

- April 2001 - first ever "Environmental Partner Meeting" at Coca-Cola world headquarters
- New focus on "one-on-one" aspect of partnership as well as collective managing
- Embracing environmental partners as part of Environmental budget and resource allocation

ENVIRONMENTAL PARTNER GROUPS

Challenges and Next Steps

- We are systematically meeting with each partner group to determine the most effective ways to partner
- We recently convened our third annual meeting of all our partner organizations
- We are working to leverage our internal "partners" to better capitalize on the strengths of these environmental organizations
- We still haven't cracked the code on groups that challenge and engage us